

Local News

WGLD believes that local news and information is one of the primary reasons our listeners depend on us.

WGLD provides locally-produced hourly newscasts five days a week. Morning drive newscasts air twice-hourly. A minimum of 85 live local newscasts air on WGLD each week. The resources of an in-house news department are supplemented by a unique partnership with local television station WISH, an outlet not otherwise affiliated with station ownership.

Local Public Affairs

WGLD features 60 minutes of locally-produced public affairs programming each week. Community Connections is a topical half-hour interview program that gives area non-profits and governmental agencies a forum to inform the public of their work.

In addition, WGLD airs 30-minute programs produced by local agencies such as the public library system, animal care & control and municipal police department. This long-form presentation is a unique opportunity for these groups to deliver detailed information about programs important to the public.

Furthermore, on-air personalities frequently invite representatives of charitable groups and events to guest during a segment of live programming. Given that such appearances typically occur during peak audience dayparts, this opportunity often proves quite valuable to the guest organization.

Creating or Selecting Programming

The radio stations of Susquehanna Indianapolis demonstrate their commitment to formulating programming which meets the needs of our audiences. To that end, a significant financial outlay has been made annually toward listener panels, events which ascertain local radio tastes and programming desires. This year alone, \$100,000 dollars was spent for such research for WGLD.

Listener comment mail is also an important component of programming selection. Such mail is routed to responsible staff, promptly considered answered, then placed in the Public File.

Emergency Programming

The staff of WGLD provided leadership in the intensive effort to move Indiana into the "Amber Alert age". The stations' general manager and chief engineer continue to serve on the board of directors of Indiana's Amber Alert Committee, and were instrumental in creating a system that has proved to be a national model.

In addition to an unyielding dedication to making sure listeners receive immediate warning of approach of dangerous weather, WGLD creates timely programming responsive to the needs of those affected by weather-related disasters.

WGLD has a contract relationships with one of the listening area's most credible weather forecasters, affiliated with a television organization whose investment in weather technology is unparalleled. WGLD provides both scheduled and "breaking" weather information with this reporter.

WGLD provides frequent live reports on highway traffic conditions each day. In addition to traffic reports during peak commuter traffic times, coverage of special event traffic (i.e., the Indianapolis 500) and holiday shopping season traffic snarls is provided.

Political Programming

The Mayor of Indianapolis appears as a regular guest on WGLD. These appearances offer the community a unique access to the city's chief executive.

In addition, in the midst of a protracted 2004 gubernatorial race in Indiana, the principals appeared in local morning show programming. Incumbent Governor Joe Kernan and challenger Mitch Daniels used the opportunity to speak to our listeners and the general electorate as the campaign entered its final month.

WGLD actively supported the effort of the Indiana Broadcasters Association to encourage voter registration. Public Service Announcements on the topic aired on WGLD.

Election night programming includes up-to-the-minute tabulations of the most-watched races, and coverage which extended late into the night, until a winner was declared.

Civic, Cultural and Other Community-Responsive Programming

Public Service Announcements air daily in every daypart on WGLD. In addition, the website for the radio station has set aside "community pages" so that every legitimate event of non-profits in the area can be publicized.

The support which local agencies have received from our PSA programming has many groups calling us important partners in their success. Programs such as the 500 Festival, the United Way, the Visiting Nurse Service and countless others rely on the publicity they receive from our PSA's.

Station Participation in Community Activities

In addition to the offer of Public Service Announcements, the community enjoys the service of our employees. The staff and employees of WGLD share the stations' commitment to community service, and volunteer to serve on the boards and committees of many local non-profit and civic groups.

Music

Our radio stations book local acts for many events we organize. This effort has been instrumental in widening the audience for such acts, contributing to their success.

Michael W. Orr
Director, News & Information
WGLD Indianapolis